

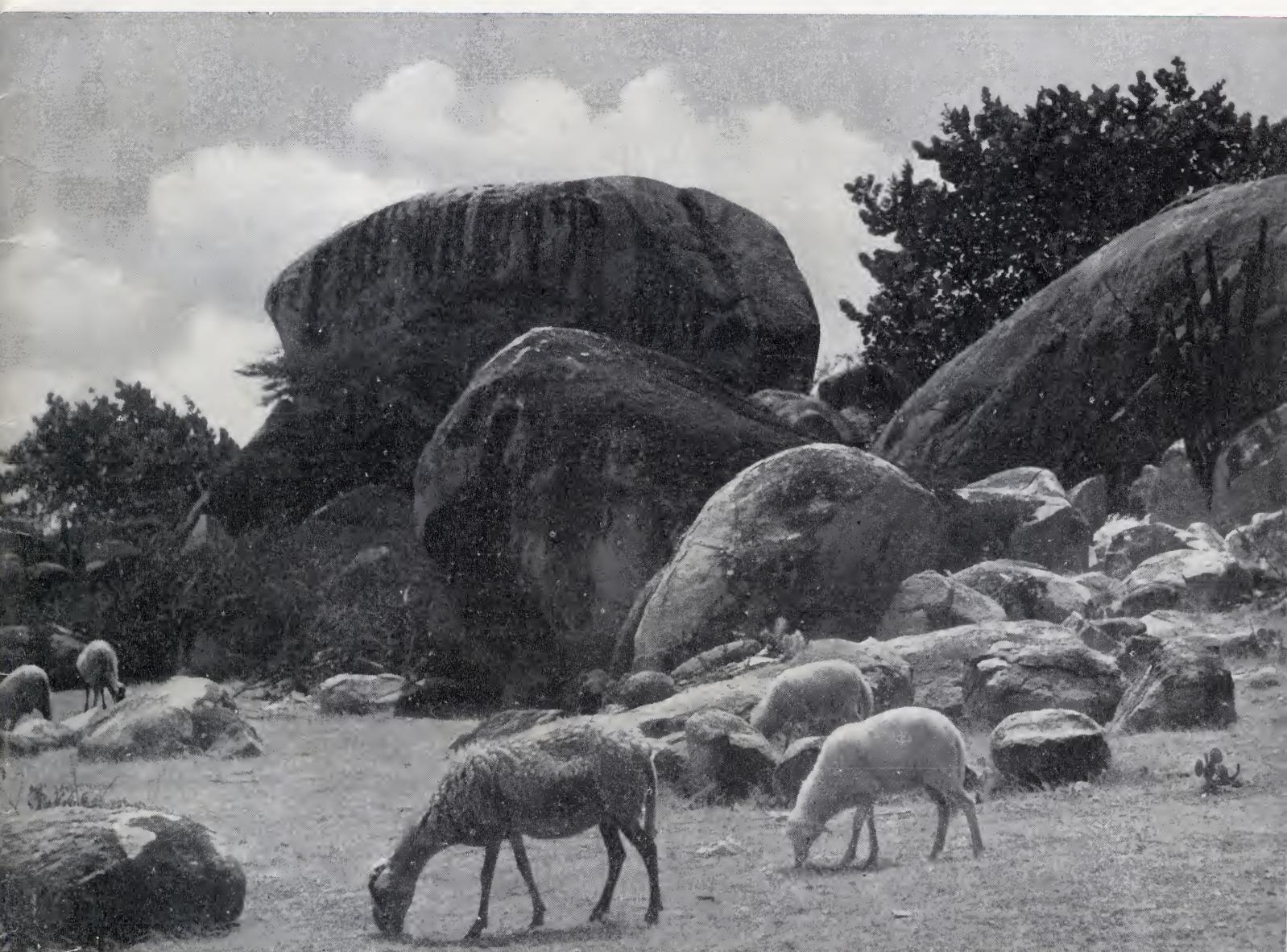
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GRATIS

# ARUBA VISITOR'S GUIDE

## GUIA PARA EL TURISTA EN ARUBA

Administrated by: E. S. Pellegrim, Cura Cabai 26 Tel. 7294  
Administradores : H. E. Reeberg, Quillstraat 19 Tel. 5709

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ROCK FORMATION AT AYO

(Aruba Road Map inside)

Aruba

## ESSO CLUB

Located at the Eastern tip of the island, in Seroe Colorado, right at the waters' edge

- Enjoy lunch or dinner in our beautiful Bamboo Room, overlooking Rodgers' Beach
- Enjoy movies in our air-conditioned theater
- Enjoy the well-stocked Bookstore and Library
- Enjoy bowling in our 8-lane alleys
- Enjoy a cool drink in our modern Lounge

The Esso Club is a private social club, with guest privileges extended to visitors

For information, call the Club Manager at 9-2470



### TOUR ONE OF THE WORLD'S LARGEST OIL REFINERIES

Tours begin at 1:30 p.m. every Tuesday and Friday. The duration of the tour is approximately an hour and a half. For tour reservation and information call Public Relations on telephones 9-2364 or 9-3605.

### DURING YOUR STAY YOU SHOULD ALSO VISIT :

- 1 - Ayo Rock Formation
- 2 - Natural Bridge
- 3 - Sand Dunes
- 4 - Indian Caves

LAGO OIL & TRANSPORT CO., LTD.



guaranteed quality products in the Netherlands Antilles.

# KAN

Jewelers  
since 1918

Of course.....

of course we have to offer a better collection of world's best watches, nicest-styled jewelry, most advanced cameras and remarkable souvenirs

of course we have to maintain the lowest prices

of course this is to your advantage

of course there is a reason for all these points;

BECAUSE, being the SECOND largest jewelers in the Kingdom of the Netherlands (of which this island is a part), we are compelled to be ahead of anyone in anyway.

OF COURSE YOU'LL MAKE USE OF IT !!



ARUBA BONAIRE CURACAO ST. MAARTEN HOLLAND

# welcome, bienvenido, "bon bini" to Aruba NEME

## OUR SHOP TALK

Dear visitor, we know more about this island than you might find on a map, so we'd like to give all sorts of clues to help you plan your shopping.

Let's start our shopping tour at the head of Nassaustraat at **FANNY'S**. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystals, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American express credit cards are accepted. Next block is **LEO BERLINSKI**'s jewelry store, which features platinum and 18kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags.

Under the same roof right next door is **ARUBA PEASANT SHOP**, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also cashmere and beaded sweaters, "Kislav" gloves and Imperial linens from Madeira.

Across the street is **ARUBA TRADING COMPANY**. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane.

And don't forget to visit **PHOTO EL GLOBO**, annex to ARUBA TRADING, with their large selection of photographic equipment of world famous brand names.

A few steps away is **BOTICA DEL PUEBLO**, a good place for toilet articles, chocolates and drugs.

At an angle across the street is **MARIO'S**, the store with a gigantic selection of bonded liquors, liqueurs and perfumes.

In the mainstreet the carillon and the lovely showcase displays identify **SPRITZER + FUHRMANN**

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Phillippe, Audemars Piguet, Piaget, Omega, Eterna, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. **SPRITZER & FUHRMANN** has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. **SPRITZER & FUHRMANN** was three times winner of the Diamonds International Award.

## ARUBA BANK LTD.

ARUBA, N. A.

### THE OLDEST BANK ON THE ISLAND

Next Payday, stop at our Bank and start your Savings Account BEFORE you start spending!

### TIME DEPOSIT ACCOUNTS

4 1/4% or MORE

### WE WILL WELCOME YOUR ACCOUNT

Oranjestad

Tel. 1558-1550

San Nicolas

Tel. 5105-5125

### Send your telegrams VIA RADIO

The national route for international communication  
Government Radio and Telegraph Administration  
Fast service to all parts of the world and to ships

RADIOSTATION: J. E. Yrausquin Plein, O'stad.

Tel.: 1650 - 1651

TELEGRAPH OFFICE: B. v.d. Veen Zeppenfeldtstraat 31, San Nicolas - Tel. 5388

For overseas calls: Tel. 1910 - 1911.

Now cross over and you face **CASA DEL MIMBRE**. It is the only straw market on the island with a wide variety of locally made straw goods. Here you also will find alligator hand bags. From this shop we stroll toward **PALAIS ORIENTAL**, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world.

Coming out of Palais Oriental we are only a few steps away from **LA PARISIENNE**, the shop with the

Eiffel Tower, where they accept "American express travellers' cheques" and shop your purchases home. On display here are items for exclusive gifts, such as gloves, European leather goods, crystal, old Dutch silver and a wide selection of perfumes.

Next door you will find the **MEN'S SPORTSWEAR CENTER** offering you the best in men's wear on the island.

A good place for a shopping break is **HOTEL NASSAU** across the street. Its fully air conditioned bar is ready to serve all kinds of drinks, tall and short, at popular prices. For beer drinkers we recommend **HEINEKEN BEER**.

Your next stop is **SHALIMAR PALACE**. They offer you leather goods, perfumes, cosmetics, fine shoes from all over the world, beaded sweaters, ladies dresses from many countries, and many more.

In the next block we arrive at **KAN JEWELERS**. Don't forget that **KAN'S** motto is: "**WAT KAN KAN, KAN KAN ALLEEN**", which means, "What Kan can do, only Kan can do". They will do everything possible to make your shopping in their store a pleasant one. Don't miss their variety of jewelry, watches, cameras, and glasses.

A little tired and thirsty? On around the corner is **HOTEL CAPITAL** - coziest hang out in town.

Back to the mainstreet (behind Wimco) we find **LA VENEZOLANA**, your best bet for fine men's wear.

We continue our tour in the main street, where the ladies will have the opportunity to have their hairdo a la ultima moda at **MAGGY'S BEAUTY SHOP**. Maggy's carries a large supply of cosmetics — wholesale and retail. Walking up one block and across the street you will find the **STUYVESANT ART SHOP** next to **DE WIT STORE**. See their unique collection of paintings, pottery, copper, miniatures, etc.

Probably you are now ready for a bite to eat, and you will be delighted with the famous **HONG KONG RESTAURANT AND BAR**, fully airconditioned, where the best in fine food is served.

Now why not call a taxi (Tel. 1604 or 5160) and ask

## LEO BERLINSKI

**The Pearl of the Orient**

### JEWELERS

Oranjestad - San Nicolas,  
Aruba.

The world famous Swiss watch

**Girard Perregaux.**

Silver, China, Crystal and  
Figurines

the driver to take you to the **HOTEL STRAND**, for a drink at their poolside bar and a swim in their new pool. For a last suggestion, ask a cab to take you along the L. G. Smith Boulevard and drop you at the **TROCADERO**. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties.

Or would you like an oriental culinary treat? Opposite Trocadero is the famous floating **BALI RESTAURANT**. Try the exotic taste of their Indonesian dishes. You'll love it!

On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the **MANCHEBO BEACH HOTEL** invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean.

We hope you enjoy your stay on our island and say "Ayo" which means "So long"!

## For Your Shopping We Recommend RECOMENDAMOS PARA SUS COMPRAS

### Oranjestad:

ANTILLIAN MERCANTILE CORP.  
MARISKA BOOKSTORE (Librería)  
FANNY'S  
LEO BERLINSKI  
ARUBA PEASANT SHOP  
PHOTO EL GLOBO  
ARUBA TRADING COMPANY  
BOTICA DEL PUEBLO  
MARIO'S  
**SPRITZER + FUHRMANN**  
CASA DEL MIMBRE  
PALAIS ORIENTAL  
LA PARISIENNE  
SPORTSWEAR CENTER  
SHALIMAR PALACE

KAN JEWELERS (Joyería)  
LA VENEZOLANA  
MAGGY'S BEAUTY SHOP  
LIBRERIA VICTORIA  
ALL ELECTRIC SALES  
SELEMAR  
DE WIT STORES  
STUYVESANT ART SHOP  
HARTOG SHOE SHOP  
WINKEL'S  
VALEN GIFTSHOP (Airport -  
Aeropuerto)  
ARUBA CARIBBEAN CABANA  
& GIFT SHOP  
MANCHEBO GIFT SHOP

### San Nicolas:

PANAMA STORE  
ACME STORE  
ALL ELECTRIC SALES  
CHEMMY'S FOTO STUDIO  
LEO BERLINSKI  
**SPRITZER + FUHRMANN**  
ARUBA POST  
NANDWANI'S  
PALAIS ORIENTAL  
ARUBA TRADING CO.  
FANNY'S  
ANTILLIAN MERCANTILE CORP.

## PUBLIC LIBRARY

Free lending to tourists of books in English, Spanish, Dutch; a.o. books on Aruba and other Caribbean islands. Open weekdays: 9-12 a.m. and 2.30-5.30 p.m. Tuesday and Friday also 7-9 p.m.

For information phone 1580 or make a personal call at 6 Wilhelminastraat, Oranjestad or (only during afternoon hours) at the Government Building in San Nicolas (Opposite Post Office).

## MASONIC LODGES

Lodge El Sol Naciente Longfellowstraat 3, Oranjestad  
Seer.: tel. 2555  
King Solomon's Lodge Savaneta 123, Savaneta  
Seer.: tel. 7339  
Lodge Hiram 102 Pos Chiquito  
Seer.: tel. 5431  
**ROSICRUCIAN** Aruba Chapter, Amorc.  
Savaneta 202 Meetings: every Thursday  
at 8:15 p.m.



## "La Chismosa"

### *El más famoso restaurante*



El señor Ike Cohen, dueño y genial huésped del famoso restaurante "La Chismosa", le invita cordialmente a pasar una noche agradable en lo que ha sido llamado el "mejor y mas atractivo restaurante del Caribe". Una combinación sofisticada de una cocina francesa y una hospitalidad amistosa y personalizada. Los cocineros excelentes de "La Chismosa" son especializados en langostas frescas y pargos y "beeffondue", platos franceses y nativos, servidos en una atmósfera elegante acompañada a media luz y decoración continental. Meseros que cantan añaden un toque de alegría a su noche y un pianista Arubano con su propio estilo le dará lo mejor en música para su comida y placeres de baile.

Abierto desde las 6 A.M. hasta media noche.

Reservaciones sugeridas.

## The Coral Strand hotel

Aruba N.A.  
tel. 3380 - 3381

### ARE YOU WORRIED ABOUT YOUR \$100 ALLOWANCE?

You are allowed to take back as much as you wish. You are only required to pay duty on what you declare over your \$100 duty-free allowance. Here's a sample of duty charges on various articles:

CULTURED PEARLS (loose or temporarily strung)	5%
CHINA, BONE	35%
CLOCKS (costing over \$10)	32.5%
LEATHER HANDBAGS	20%
LEATHER GOODS	8.5 to 17.5%
DIAMONDS (cut but not set)	
Not over $\frac{1}{3}$ carat	8%
Not over $\frac{1}{2}$ carat	10%
WATCHES (on \$100 watch)	\$8 to \$15
SHERRY	39c a fifth
SILK KNITS (as wearing apparel)	20%
MOTION PICTURE CAMERAS (costing over \$50)	13.5%

CAMERAS (not movie) (costing over \$10)	15%
PERFUME (about $18\frac{3}{4}\%$ )	16c + 15%
WOOD CARVINGS	16 $\frac{2}{3}\%$
TYPEWRITERS	FREE
JEWELRY, GOLD	24%
STERLING FLATWARE	8c each + 17 $\frac{1}{2}\%$

Above are just a few examples of how low duty is on some of the most popular items tourists buy in our stores. Take cameras, for instance. Suppose you've bought merchandise to your full allowance of \$100 free of duty and you wish to buy a camera retailing for \$120 in Aruba. Your first saving is the fact prices here can average 40% less than in the U.S. Even with duty, you can still buy that camera at a great saving. Official duty on cameras is 15% on the wholesale value. The retail price of \$120 less 40% gives you the wholesale base rate of \$72 for your camera; and 15% duty on \$72 is only \$10.80. Your camera really cost only \$130.30. Your saving is considerable, even with duty. The same camera sells in New York City for \$199.95 (plus 5% city sales tax).



# Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver JEWELRY from all over Europe.

Knitwear from Italy.

Silk Saris and Dresses.

Favre Leuba - SWISS WATCHES.

All the wellknown FRENCH PERFUMES  
Savinelli and Dunhill PIPES.

Dutch-Tweka Bathing Suits.

Madeira Embroidered tablecloths.

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



## TOURING ARUBA

While in Aruba you may rent a car and driver, or a drive-it-yourself car, or may take a conducted tour. To drive yourself, you will need a temporary license, which can be obtained by presenting a valid driver's license from your own country.

Aruba has many treasures that are well worth exploring:

The island's greatest attraction is the PALM BEACH and EAGLE BEACH, which are among the world's finest. The pure white sand stretches for several miles along the leeward coast, and slopes gently into the water. There is excellent opportunity for waterskiing, sailing, and swimming.

## LIBRERIA VICTORIA

Nassastraat 73A Tel.: 2683  
Oranjestad, Aruba, N.A.

★ Books	★ Souvenirs
★ Bibles	★ Gifts
★ All occasion Greeting Cards	

We Specialize in Christian Literature.

San Nicolas Evangelical Church - Jasminestr. 7  
San Nicolas

9:30 A.M. All Ages in English & Papiamento  
10:45 A.M. Morning Worship Service  
7:00 P.M. Evangelistic Service.

**FISHING** has a variety of forms, and any one of the different types offers the enthusiast a challenge. Skin diving and spearfishing are well worth the effort here, as the rocks, reefs and wrecks of some sunken ships abound in fascinating fish. There is also good deep see fishing.

The capital of Aruba is ORANJESTAD, its architecture is typically Caribbean-Dutch with some Spanish influence, while the colors of the buildings are typically of the Caribbean. Oranjestad's shopping center tempts the tourist with merchandise from all corners of the world. You will find Swiss watches, cameras, perfumes, cashmere sweaters, silk, character dolls, Dutch tile, Delft blue, binoculars, liquors and liqueurs, woollen and other fabrics, precious stones, porcelain miniatures, straw novelties, carved ivory from the Orient, crystal, beaded and petit point bags, Indonesian and Chinese wood carvings, leather goods, gold and silverware, etc. Thanks to the extremely low import duties, the prices are often less than half of what they are in the U.S.A. Store owners also can pass on bargains to visitors because there are no sale or luxury taxes in Aruba.

The SCHOONER HARBOUR of Oranjestad is one of color and excitement; boats from many Caribbean countries are docked all along the quay. Open stalls provide space for the boatmen to display their wares: great stalks of bananas - the little sweet ones or large cooking ones, oranges, vegetables, etc.

A little further along the schooner harbour is the fish market, where you may purchase a large variety of fish. Big ocean liners and passenger-ships can moor and bunker at Oranjestad's harbour.

In the well-kept WILHELMINA PARK, named after the late Queen Wilhelmina of the Netherlands found on

Visit

# FANNY'S

Mainstreet No. 7

Oranjestad, Aruba

for an extensive selection in:

- \* FRENCH PERFUMES
- \* French Beaded Bags
- \* STEP Atomizers
- \* SWISS WATCHES
- \* Crystal
- \* Gold & Silver Charms
- \* Ballantyne Cashmeres



Diner's Club & American Express  
Credit Cards Honored.

- \* Indian & Italian Sandals
- \* Embd. Linen & Blouses
- \* Dunhill & Meerchaum Pipes
- \* French Eminence Underwear
- \* SWISS Bulova Accutron
- \* Binoculars
- \* Souvenirs & Gifts

the seaside of Oranjestad, there is a beautiful sculptured statue of the Queen Mother, surrounded by bright colorful flowers and plants.

The American colony, SEROE COLORADO, where most Americans live, is situated at the eastern end of the island.

The climate of Aruba is considered to be one of the finest in the Caribbean. Rainfall is scant, and the days are always cooled by the copious flow of air from the northeast tradewind. Thriving in this dry climate are the strangely shaped DIVI-DIVI TREES, that point forever downwind; the ALOE plant, which is being developed for medicinal purposes; and the cactus, which is used for fences. Arubans cherish flowers, and most homes are surrounded by bright Bougainvillea, Oleanders, Flamboyant, Hibiscus, and other tropical plants.

Aruba's most outstanding landmark is HOOIBERG or "HAYSTACK", and for those interested, there are steps for climbing to the top of this hill.

Attractive hidden coves on the north side of the is-

land offer a perfect setting for picnics. For those who prefer a little surf with their bathing, fairly rough water on this side of the island makes it perfect. Two of the most intriguing and accessible coves are ANDICOURI and DOS PLAYA, where towering rocky arms reach into the sea and the constant dashing of waves presents a varied and awesome backdrop for the pleasant sand beaches of the coves.

A most interesting NATURAL BRIDGE on the north coast, carved out of solid coral rock by the relentless surf, is a startling example of nature's architecture, and a "must" for every visitor.

BOCA DRUIF is an interesting grotto also sculptured by the sea on the island's windward coast near the dunes of PRINS. It offers a breath-taking view of the wild coastline.

The CUNUCU, which in Papiamento means "countryside" is dotted with brightly colored Aruban houses. Rocks of many different shapes are scattered over the island. Probably the most impressive ones are found at

## TROCADERO

Cocktail Lounge - Restaurant

Overlooking the schooner harbour

## SEA FOOD

CURRY DISHES — STEAKS

CHINESE DISHES

Phone 1756

## Basi Ruti Hotel

ON THE BEACH

at walking distance from the  
Aruba Caribbean Hotel

INTERNATIONAL CUISINE :  
Specialized in Italian dishes such as

CANELLONI      PIZZA      LASAGNA  
VEAL SCALOPINE      SCAMPI

Beach Bar Phone 2222

Jorge Camara, Manager

## Floating - Restaurant "BALI"

INDONESIAN, AMERICAN AND  
EUROPEAN DISHES  
COCKTAIL BAR

Chosen by  
the Caribbean Tourist Association  
as the best restaurant in the Caribbean  
Tel.: 2131 - Oranjestad

DE OLDE MOLEN  
(THE OLD MILL)  
DINE nightly in an  
authentic.....



Dutch Windmill  
More than 150 years old!  
International Cuisine  
Nite Club  
Show - Informal dancing-  
Local music.  
(Across from the Aruba  
Caribbean Hotel)  
TEL. 2060

## HOTELS - HOTELES

ARUBA CARIBBEAN HOTEL/CASINO  
200 Rooms, 20 Cabanas (Resort Hotel)

BASI RUTI HOTEL - 15 Rooms (Resort Hotel)

MANCHEBO BEACH HOTEL - 48 Rooms (Resort Hotel)

CORAL STRAND HOTEL - 28 Rooms  
(Commercial/Resort Hotel)

HOTEL CENTRAL - 25 Rooms  
(Commercial Hotel)

CACTUS INN - 21 Rooms  
(Commercial Hotel)

AYO and CASIBARI, where nature piled tremendous boulders of diorite weighing thousands of tons on top of the other. At AYO you may wander around and under these massive boulders via twisting passageways. THE DRAGON's MOUTH at CASIBARI is a curious rock formation and a favorite spot for photographers.

Anyone interested in Indian culture will be fascinated by the ancient Indian drawings on the walls and ceilings of the caves of FONTEIN and CANASHITO, and on the rocks of ARIKOK and AYO.

The caves of QUADIRIKIRI and HULIBA are challenges for spelunkers.

Children will cherish the white sand dunes of

## HOTEL CAPITAL

TEL. 2029

Single \$5.50 to \$7.50 Double \$8.00 to \$12.50  
NO ADDITIONAL CHARGES  
Completely airconditioned also bar and restaurant  
COZIEST HANG OUT IN TOWN

NASSAU HOTEL - 11 Rooms  
(Commercial Hotel)

HOTEL CAPITAL  
(Commercial Hotel)

HOTEL ASTORIA - 10 Rooms  
(Commercial Hotel)

PRINS and CALIFORNIA.

ST. ANNA'S CHURCH has a beautiful hand-carved oak-altar.

THE PIRATE'S CASTLE AT BUSHIRIBANA stands on a cliff on Aruba's windward coast. It is really the ruins of an old gold mill, a relic of Aruba's first industry. Another gold mill is located at BALASHI.

SPANISH LAGOON got its name from the buccaneers who used to put in to repair their ships in its shelter. It is known for its scenic and peaceful surroundings.

FRENCHMAN'S PASS, where the Indians fought the French to protect the island from foreign invaders, is a breeding place of Aruba's bright and colorful parakeets.

*De Palm's*  
SIGHTSEEING Tours  
OFFICE: ARUBA CARIBBEAN HOTEL/CASINO PHONE 2250



TEL. 2250 - 1813

- \* 5 Choices in island tours
- \* Transfer service to and from airport or shipside
- \* Rent a car service.... delivered to you.



AIRCONDITIONED  
HOTEL NASSAU  
Bar and Restaurant  
In the heart  
of the Shopping Center

TEL.: 3233 - Oranjestad

Rates: S.W.B. \$ 8.00  
D.W.B. \$ 13.50

# JET UP AND GO!

## JET AIR CONNECTIONS BETWEEN THE UNITED STATES AND ARUBA.

KLM ROYAL DUTCH AIRLINES  
PAN AMERICAN AIRWAYS

TRANS CARIBBEAN AIRWAYS  
VIASA INTERNATIONAL AIRWAYS

To Aruba	NEW YORK-ARUBA	MIAMI-ARUBA	SAN JUAN-ARUBA
SUNDAY	KLM		
MONDAY	KLM PAN AMERICAN TRANS CARIBBEAN	KLM PAN AMERICAN	TRANS CARIBBEAN PAN AMERICAN
TUESDAY		VIASA	
WEDNESDAY	KLM PAN AMERICAN	KLM PAN AMERICAN	PAN AMERICAN
THURSDAY	KLM		
FRIDAY	KLM PAN AMERICAN TRANS CARIBBEAN	KLM PAN AMERICAN	PAN AMERICAN TRANS CARIBBEAN
SATURDAY		VIASA	
From Aruba	ARUBA-NEW YORK	ARUBA-MIAMI	ARUBA-SAN JUAN
SUNDAY	KLM		
MONDAY	KLM TRANS CARIBBEAN	KLM	TRANS CARIBBEAN
TUESDAY	PAN AMERICAN	PAN AMERICAN VIASA	PAN AMERICAN
WEDNESDAY	KLM	KLM	
THURSDAY	KLM PAN AMERICAN	PAN AMERICAN	PAN AMERICAN
FRIDAY	KLM TRANS CARIBBEAN	KLM	TRANS CARIBBEAN
SATURDAY	PAN AMERICAN	PAN AMERICAN VIASA	PAN AMERICAN

### NOTE

Every effort has been made to insure the accuracy of the information contained in this Guide. However, we cannot be responsible for any errors, changes or omissions in schedules. To be doubly sure of schedules, always check with your travel agent or with the airline.

### ENTRY REQUIREMENTS (FOR TEMPORARY VISITORS) SMALLPOX VACCINATION

You MUST have a smallpox vaccination certificate not more than three years old. It is still a requirement of the Government of the Netherlands Antilles, even though the U.S. Government lifted its restriction.

### PROOF OF CITIZENSHIP

U.S. citizens must have proof of citizenship, such as a birth certificate or passport. (A driver's license or a voter's registration card is NOT acceptable.) Foreigners permanently residing in the United States must possess an Alien Registration Card (I-151), more familiarly known as a "Green Card". All others must have a valid passport and two passport photographs.

### FOR FURTHER INFORMATION CONTACT:

#### ARUBA INFORMATION CENTER

Suite 705  
609 Fifth Avenue  
New York, New York 10017  
Telephone: El 5-2740

#### ARUBA INFORMATION CENTER

1009 Ashford Avenue  
Condado

San Juan, Puerto Rico  
Telephone: 725-7600

#### ARUBA TOURIST BUREAU

Oranjestad, Aruba  
Netherlands Antilles

Telephone: 1764

#### E. & G. MARTIJN

1405 Bishop Street

Montreal, Quebec

Canada

Telephone: VI 5-0292

OR YOUR TRAVEL AGENT

# SPORTSWEAR CENTER

"For Better Men's Wear"

Nassastraat 44 Tel. 2662 Oranjestad

## CAR RENTAL - ALQUILER DE AUTOS

HERTZ-Rent-A-Car  
L. C. De Palm

Tel.: 2714  
Tel.: 1813

## ENTERTAINMENT

ARUBA CARIBBEAN HOTEL-CASINO  
KLOMPEN KLUB - BALI BAR  
RESTAURANT "OLDE MOLEN"  
(OLD MILL)  
CORAL STRAND HOTEL  
HOTEL CACTUS INN: THE CAVE



## BUS SCHEDULE - LINEAS DE AUTOBUSES ARUBA CARIBBEAN HOTEL/ORANJESTAD

(Fare fl. 0,30)	To (a) Oranjestad	From (de) Oranjestad
Bus stand for RETURN located at Tourist Bureau, Oranjestad.	7.55 a.m. 9.50 a.m. 12.05 p.m. 2.10 p.m. 4.05 p.m. 6.05 p.m.	7.40 a.m. 9.35 a.m. 11.50 a.m. 1.50 p.m. 3.45 p.m. 5.50 p.m.

## RESTAURANTS - RESTORANES

OLDE MOLEN  
HONG KONG  
SALON MADRID  
(Cactus Inn)  
HOTEL ASTORIA  
ESSO CLUB  
HOTEL NASSAU  
HOTEL CAPITAL  
HOTEL CENTRAL

BASI RUTI HOTEL  
DIVI DIVI COFFEE SHOP  
&  
KLOMPEN KLUB  
(Aruba Caribbean Hotel)



TROCADERO  
BALI  
"MANDARIN"

## TOUR OPERATORS - SU GUIA

De Palm Sightseeing	No. 1813
Lago Refinery Tour (free of charge)	,, 9-2364
(Tuesday and Friday)	,, 9-3605
Aruba Tours	,, 1553

### • Salamander

### • Swift

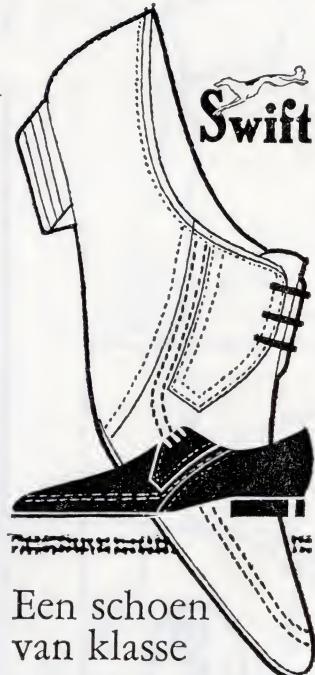
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San Nicolas	5118	5.30	7.00	8.30	5.00
Santa Cruz	8110	5.00	6.30	8.00	5.30
Savaneta	7025	5.00	7.15	—	5.30
Noord	1409	5.30	7.00	8.30	6.00
Paradera	1400	5.00	—	8.30	5.30
Brasil	1706	—	6.00	8.00	—
Dakota	2525	6.00	8.00	—	7.00

Protestant Church:

Misa Protestante: Oranjestedad

Beth Israel Synagogue:

Sinagoga Israelita: Oranjestedad

Comm. Church: Seroe Colorado

Methodist Church: San Nicolas: 9.00 a.m. - 7.30 p.m.

Brasil: 11.00 a.m. - 7.30 p.m.

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# About Aruba . . . .

## THE ISLAND AND THE CLIMATE:

Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches.

## THE PEOPLE AND THEIR LANGUAGES:

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamento. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamento, Dutch, Spanish and English.

## MONEY:

The currency of Aruba is the Netherlands Antilles Guilder, or Florin, of which the symbol is Fl., or F. The current rate of exchange is Florin 1.85 to the U.S. Dollar or Traveler's Check, and Florin 0.40 to the Bolivar. Many merchants make the rate of exchange even more favorable for tourists by giving a flat 2-for-1 exchange when U.S. dollars are used for purchases.

There are 100 cents to a Guilder. There are silver coins of five, 10 and 25 cents, 1 Guilder and 2½ Guilder, and copper coins of 1 and 2½ cents. The "square nickel" (5 cents) is a popular souvenir. Bills are in denominations of 2½, 5, 10, 25, 50, 100, 250 and 500 Guilders.

## WATER SPORTS:

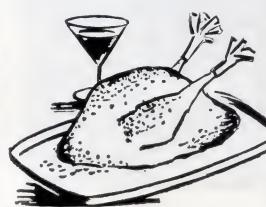
The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.

Boats and equipment may be rented at the Aruba Caribbean Hotel. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.



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## CHARLANDO SOBRE LAS TIENDAS

Amigos visitantes: Quisiera ante todo saludarles con la cordial bienvenida del nativo, !Bon Biní!; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad.

Empecemos por visitar a **FANNY'S SHOP**, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y tallas bálinas y hindúes en madera y en marfil.

En la misma acera nos queda la **JOYERIA DE LEO BERLINSKI**, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

En la próxima puerta está **ARUBA PEASANT SHOP**, que le ofrece sweters bordados, guantes "Kislav", fina lencería de Madeira, pipas en gran variedad, también encontrará Ud. bellísimos objetos de arte de Méjico y preciosas muñecas del país.

Salimos y al frente está la **ARUBA TRADING COMPANY**, con su anexo **PHOTO EL GLOBO**. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. No se olvide de solicitar los artículos de tocador para caballeros que Ud. prefiera; licores y cigarrillos. Sin ningún costo adicional la **ARUBA TRADING** le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado. Capítulo aparte merece **PHOTO EL GLOBO**, dividida en dos depar-

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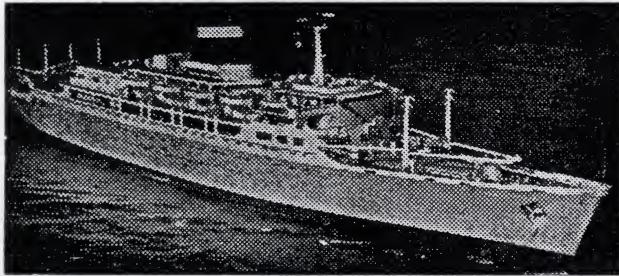
tamentos. En el primero encontrarán los caballeros desde calzado hasta sombreros y trajes para todas las ocasiones; todo de bien reputadas marcas. El segundo se especializó en cámaras y equipo fotográfico, grabadores de cinta magnetofónica, telescopios, radios y televisores en miniatura- de lo más pequeño hasta lo más grande y técnico en esta línea lo podrá Ud. encontrar en **PHOTO EL GLOBO**.

Un poquitito más adelante y en la misma acera llegamos a la **BOTICA DEL PUEBLO**, su dirección para artículos medicinales, de tocador, chocolates suizos, holandeses e ingleses.

Enfrente nos queda **MARIO'S**. Si quiere algo añejo en bebida; algo de superior bouquet en licores; un perfume de rara y única esencia, **MARIO'S** es el nombre por excelencia.

Al salir de **MARIO'S**, atraerán su atención las alegres notas de un carillón; se trata del carillón de **SPRITZER AND FUHRMANN**, esa famosa joyería de la que ya habrá oído hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que **SPRITZER AND FUHRMANN**, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus pro-

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pios orfebres y diseñadores; verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philippe y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pidale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de **SPRITZER AND FUHRMANN** son honrados en su tienda de Nueva York, cita en la 5 East 57th Street.

Para un regalito típico, hecho en el país; para aquella cómoda cartera de paja o linda curiosidad que atraerá la atención a su regreso y que Ud. se complacerá en presentar con las palabras "un recuerdo de Aruba", nada como una visita a la **CASA DEL MIMBRE**, frente a "Spritzer and Fuhrmann". También para aquél sombrerito de paja que tanta falta le hará para recorrer las calles de nuestra isla y que será algo así como el distintivo de su condición de turista. Si el hábito hace al monje, al turista lo hace su alegre sombrerito de la Casa del Mimbre. En la misma acera nos queda el **PALAIS ORIENTAL**. Todos los esplendores del Oriente se despliegan ante nosotros en esta tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de África; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de sándalo, de rosas, de jazmines; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain...

Un poquitito más adelante y en la misma acera entraremos en **LA PARISIENNE**, la casa con la torre Eiffel. Si quiere algo chic solicite ver sus guantes de fina cabritilla cosidos o bordados a mano en Francia o en Italia; pipas Longchamp; vieja plata holandesa.

En la próxima puerta está **MEN'S SPORTS WEAR CENTER**, que le ofrece lo mejor que puede conseguirse en la isla en artículos para caballeros.

El ardiente sol antillano y el trajín de las compras imponen una pausa refrescante y estamos a dos pasos de ella: el bar con aire acondicionado del **HOTEL NASSAU**. aquí podremos saciar nuestra sed saboreando una rubia esponjosa cerveza Heinekens.

En la próxima puerta entraremos en **SHALIMAR PALACE**. Aquí se ofrecen perfumes, cosméticos de Helena Rubinstein y Lancôme, carteras de noche, calzado de todos los países del globo, trajes para damas llegados desde los E.U., Francia, Italia, Alemania, Dinamarca, Finlandia e Inglaterra.

Los aficionados al sip y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del **HOTEL STRAND**, ventajosamente localizado cerca de

la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el **HOTEL STRAND** un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Si en el comercio hay gran abundancia de artículos exóticos, también en el campo culinario se puede aquí disfrutar de una experiencia única visitando al **BALI RESTAURANT**. En este restorán, construido sobre un pontón flotante, podrá Ud. gustar los famosos platos indoneses Nasi Rames, Krupuk, y Saté.

Para un Chow (comida) chino, visite el **HONG KONG RESTAURANT & BAR**, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga: Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

Si su apetito le pide pastas, diríjase en taxi hasta el **BASI RUTI HOTEL** especializado en platos italianos. Si quiere disfrutar del paisaje marino diríjase al **TROCADERO** y ordene un plato a base de mariscos, que son la especialidad de este restorán.

Pero la hora avanza y hemos de proseguir con nuestras compras.

En el próximo bloque llegamos a la Joyería **KAN**. El lema de Kan es "Wat Kan kan, kan Kan alleen," lo que quiere decir en español: Lo que KAN hace, sólo KAN lo puede hacer. Ellos, sin duda alguna, harán todo lo posible por hacer sus compras más placenteras. Vea su variedad

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**Buena\***

**Buena**

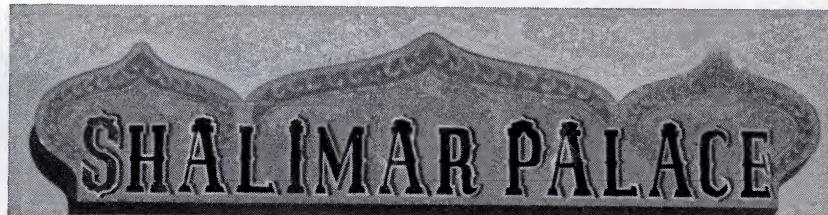
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\* That means good, good, good..... from the first sip to the last drop try **HEINEKEN** beer to-day .....its "Buena, bon, good, lekker"!

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Una atracción turística es la caleta de Oranjestad donde están anclados innumeros barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías. Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes. Junto al mar, muy cerca del puerto, está el bien cuidado PARQUE WILHELMINA, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el DIVI DIVI, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el áloe, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Un distintivo del paisaje arubano es el HOOIBERG (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excusiones campesinas. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son ANDICURI y DOS PLAYAS; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada.

Sumamente interesante es el PUENTE NATURAL obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a BOCA DRUIF, que es una gruta junto a las dunas de BOCA PRINS.

El CUNUCU, que quiere decir campo en papiamento, está puentead por casitas de vivos colores y por impre-

sionantes formaciones rocosas. Las más imponentes se encuentran en AYO y CASIBARI donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En AYO Ud. puede explorarlas internándose por intrincados laberintos. En CASIBARI está la BOCA DEL DRAGON, que es una curiosa formación, favorita de los fotógrafos.

Los que estén interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de FONTEIN y de CANASHITO, y en las rocas de ARIKOK y AYO.

Los espeleólogos hallarán un reto en las grutas de QUADARIKIRI y HULIBA.

Otro sitio de interés es la iglesia y el cementerio de SANTA ANA. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el CASTILLO DE LOS PIRATAS en BUSHIRIBANA, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En BALASHI están las ruinas de otra mina de oro.

La LAGUNA ESPAÑOLA recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el FRENCHMAN'S PASS o sea PASO DEL FRANCES fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

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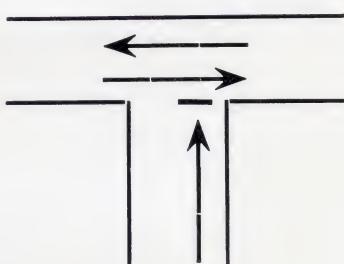
# REGLAS DE TRAFICO

## General Rules

- A. Drive on the right side of the road;
- B. All traffic, except bicycles, coming from the right should be given the right of way, even on traffic circles;
- C. On T-crossings however, the traffic on the dead-end road has to give priority to all crossing traffic, even bicycles.

## Reglas Generales

- A. Conduzca al lado derecho del camino.
- B. Todo tráfico, con excepción de bicicletas, viniendo del lado derecho, tiene que dar preferencia, hasta en los círculos del tráfico.
- C. En una desembocadura T sin embargo, el tráfico en el camino que desemboca, tiene que dar preferencia a todo el tráfico pasante, hasta a las bicicletas.



## Traffic signs

On Aruba most traffic signs differ from the ones you are used to. However the greater part of them are self-explanatory. Those signs which are most important for your own safety are summed up below.

## Señales de tráfico

En Aruba casi todas las señales de tráfico diferencian con las de costumbre. Aunque la mayoría sean inspiraciones propias. Las señales de mayor importancia para su seguridad propia, están sumadas aquí abajo.



You are approaching an intersection where YOU have to give priority to ALL crossing traffic.

Está Ud. acercándose a una intersección, dónde tiene que dar preferencia a todo el tráfico pasante.



No entry.

Entrada prohibida.



Bring your vehicle to a complete standstill and give the right of way to ALL crossing traffic.

Pare Ud. su vehículo completamente y dele preferencia a todo el tráfico pasante.



No overtaking.

Prohibido alcanzar o pasar.



You are approaching an intersection where all crossing traffic has to give you right of way.

Se acerca Ud. a una intersección dónde todo el tráfico pasante tiene que darle preferencia.



This sign indicates the speed-limit. In built-up areas maximum-speed is always 40 kilometers. Note that speed-limits are stated in kilometers (60 kilometers = approximately 38 miles.)

Esta señal indica la velocidad limitada. En partes pobladas la velocidad máxima es siempre 40 kilómetros. Note Ud. que la velocidad máxima está indicada en kilómetros. (60 kilómetros = aproximadamente 38 millas.)

# What's the most popular sport in Aruba?

## Shopping at Spritzer & Fuhrmann.

We admit that visitors to our island paradise seem to enjoy swimming, sailing and sun-bathing. But a visit to Spritzer and Fuhrmann still tops everybody's list of "things to do."

What's the secret of such popularity?

Values. Superb values in Continental jewelry. Fine watches. Unusual objets d'art. In exquisite china, crystal and sterling. Combined with the taste, service and dependability that is Spritzer and Fuhrmann's alone.

Come see our main building — the building with the bells — at Nassaustraat.

Discover why shopping at our stores is even more than a popular sport. It's a pleasure.



**SPRITZER + FUHRMANN**

"Jewelers of the Caribbean"

ARUBA • BONAIRE • CURAÇAO • ST. MAARTEN • NEW YORK

## TIPS ON U.S. CUSTOMS REGULATIONS

According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$100, which amount is based on the fair retail value of the items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Clothing, cameras, binoculars, watches, etc. purchased and used during the trip, should be declared as "used items". The Custom Officer in charge will make

appropriate reduction for wear and/or use on the value of such items and subsequently on the duty.

4. Gifts to friends and relatives in the U.S. up to \$10 each are allowed in an UNLIMITED NUMBER provided the addresses does not receive other gift parcels exceeding the \$10 limitation on the same day. This is in addition to the \$100 exemption. Not included in this privilege are gifts of liquor and tobacco whereas perfume at less than one dollar is allowed. On these gifts NO declaration is required and NO tax will be levied.
5. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
6. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S.
7. To pass U.S. customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

**Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.**